

CGB-CC-0770

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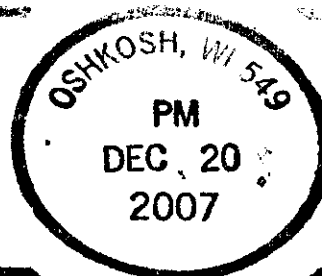
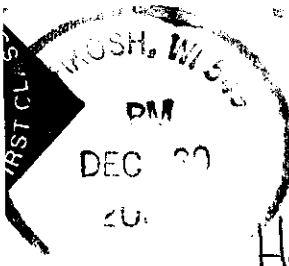
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Hooked Up LLC  
PO Box 123  
Greenville WI 54942

FIRST CLASS

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DEC 26 2007  
FCC-MAILROOM

Commissioner  
Office of  
Federal Communications  
Attn: CGB  
4415 12th  
Washington



**HOOKED UP, LLC**

Tuesday, December 18, 2007

Commission Secretary  
Office of the Secretary,  
Federal Communications Commission,  
Attention: CGB Room 3-B431  
445 12th Street, SW,  
Washington, DC 20554.

To Whom It May Concern:

Consider this letter as my petition for temporary exemption from closed captioning based on the undue burden standard 47 U.S.C ~ 79.1(d)(2).

My name is Jeff Gagnow; sole member of Hooked Up, LLC which is the parent company to No Excuses Televised Fishing and Outdoor Adventures. This is a basic hunting and fishing TV show; with a goal of bringing back the basics using a common sense approach to the outdoors. In essence we really want to take the Hollywood out and put the reality back into the outdoors.

I formed the company in 2005 and spent the first year and a half gathering footage. In the fourth quarter of 2006 we aired nationally for the first time; with moderate success. In the third quarter of 2007 we aired on a local Green Bay, WI station with a much better response. In 2008 we are set to air again nationally making this our 2<sup>nd</sup> national season.

#### **EXPENSES**

Air time costs for 2006 were \$5,298 while our gross income for the 2006 year was \$6,845 (Schedule C for 2006 attached). For 2007 my estimated gross income will be approximately \$20,000 with air time costs from both the local (Green Bay, WI) airing and our contract with 'The Sportsman Channel' totaling \$12,896.

This does not include any other expenses such as gas, video equipment, travel expenses, office expenses, etc. As can be seen we will still show a loss for 2007; however because the entire goal of this business is to become profitable we are not looking for a permanent exemption but a temporary one; no more than 24 months from the date of this letter (December 18, 2007).

We film in excess of 15-25 shows per year with hopes of doing 25-35 episodes/year. The lowest quote we have is from 'The Sportsman Channel' at a rate of \$200/episode with other companies quoting anywhere from \$250 to \$350/episode. Even at 13 episodes a quarter this would be an additional \$2,600+/quarter that I just can't afford yet.

Jeff Gagnow  
President/Owner  
920.427.9336  
jgagnow@hookedupllc.com

I cut costs where I can by utilizing volunteers for camera work, acting as my own cameraman, hosting duties, editing, ad sales, etc. all of the business end of the show and production is done by myself because of the lack of financial resources.

Because of having to do much of the work myself, I have cut back on my work as a Real Estate Appraiser to chase this dream. I currently take on enough workload to cover my personal financial commitments as well as cover those of Hooked Up, LLC that can not be met with advertising dollars.

#### **FUTURE PLANS**

The show is gaining momentum and the future does look promising. The sponsor/advertising dollars are beginning to come more frequently; but we are new and it does take time. I will have no problem paying for Closed Captioning once we are more financially sound; after all the goal is to become profitable and to earn a living.

Because we are now beginning to show some success and the show has gained a following we will and are starting to warrant more advertising dollars; for 2008 we are in negotiations with a large corporation to become the title sponsor which will certainly help the bottom line and begin to free up some money for added expenses such as closed captioning. In my search for 2008/2009 sponsors I will specifically target a sponsor for closed captioning for the 2009 season. But I need to gain enough support to cover all of my other costs first; without these covered there is no show to be captioned.

In addition to the ad sales I am beginning to market certain products (No Excuses Seasoned Coating Mix and T Shirts, etc.) related to the show to generate additional income.

#### **OTHER ALTERNATIVES**

Within the shows and where appropriate I use graphics and text to put across the message that I am trying to convey. I also make an effort to speak directly to the camera where the reading of lips would be another temporary solution; though not significant it does help.

Then in areas of low audio I text the audio for all to read.

#### **SUMMARY**

In conclusion I Jeff S. Gagnow request a temporary exemption for closed captioning as it pertains to my TV show No Excuses Televised Fishing and Outdoor Adventures for a period of 24 months from the date of this request (December 18, 2007).

With the growth that we hope to achieve and are currently achieving we should be in a position within this 24 month period to be able to afford with limited burden the cost of closed captioning.

Thank you for your time.

Respectfully submitted,



Jeff S. Gagnow  
Hooked Up, LLC

**SCHEDULE C  
(Form 1040)**

**Profit or Loss From Business**

(Sole Proprietorship)

OMB No. 1545-0074

**2006**

Attachment  
Sequence No. **09**

Department of the Treasury  
Internal Revenue Service (99)

► Partnerships, joint ventures, etc., must file Form 1065 or 1065-B.

► Attach to Form 1040, 1040NR, or 1041. ► See Instructions for Schedule C (Form 1040).

|   |  |   |
|---|--|---|
| Name of proprietor<br><b>JESS S GAGNON</b>  |  | Social security number (SSN)<br>[REDACTED]              |
| A Principal business or profession, including product or service (see page C-2 of the instructions)<br><b>Host / Produce Outdoor TV Show</b>  |  | B Enter code from pages C-8, 9, & 10<br><b>11141110</b> |
| C Business name. If no separate business name, leave blank.<br><b>NO EXCUSES TV</b>   |  | D Employer ID number (EIN), if any<br>[REDACTED]        |
| E Business address (including suite or room no.) ►<br>City, town or post office, state, and ZIP code  |  |   |
| F Accounting method: (1) <input checked="" type="checkbox"/> Cash (2) <input type="checkbox"/> Accrual (3) <input type="checkbox"/> Other (specify) ►   |  |   |
| G Did you "materially participate" in the operation of this business during 2006? If "No," see page C-3 for limit on losses <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |  |   |
| H If you started or acquired this business during 2006, check here <input type="checkbox"/>   |  |   |

**Part I Income**

|   |   |             |   |
|---|---|-------------|---|
| 1 Gross receipts or sales. <b>Caution.</b> If this income was reported to you on Form W-2 and the "Statutory employee" box on that form was checked, see page C-3 and check here <input type="checkbox"/> | 1 | <b>6845</b> | - |
| 2 Returns and allowances  | 2 | -           |   |
| 3 Subtract line 2 from line 1   | 3 | -           |   |
| 4 Cost of goods sold (from line 42 on page 2)   | 4 | -           |   |
| 5 <b>Gross profit.</b> Subtract line 4 from line 3.   | 5 | -           |   |
| 6 Other income, including federal and state gasoline or fuel tax credit or refund (see page C-3).   | 6 | -           |   |
| 7 <b>Gross income.</b> Add lines 5 and 6  | 7 | <b>6845</b> | - |

**Part II Expenses.** Enter expenses for business use of your home **only** on line 30.

|  |     |                |             |  |     |             |           |
|--|-----|----------------|-------------|--|-----|-------------|-----------|
| 8 Advertising  | 8   | -              |             | 18 Office expense  | 18  | -           |           |
| 9 Car and truck expenses (see page C-4)  | 9   | <b>7900</b>    |             | 19 Pension and profit-sharing plans  | 19  | -           |           |
| 10 Commissions and fees  | 10  | -              |             | 20 Rent or lease (see page C-5):   |     | -           |           |
| 11 Contract labor (see page C-4)   | 11  | -              |             | a Vehicles, machinery, and equipment   | 20a | -           |           |
| 12 Depreciation  | 12  | -              |             | b Other business property  | 20b | -           |           |
| 13 Depreciation and section 179 expense deduction (not included in Part III) (see page C-4)  | 13  | <b>1639</b>    | <b>50</b>   | 21 Repairs and maintenance   | 21  | -           |           |
| 14 Employee benefit programs (other than on line 19)   | 14  | -              |             | 22 Supplies (not included in Part III)   | 22  | <b>3209</b> | <b>96</b> |
| 15 Insurance (other than health)   | 15  | <b>370</b>     |             | 23 Taxes and licenses  | 23  | <b>346</b>  | -         |
| 16 Interest:   |     |                |             | 24 Travel, meals, and entertainment:   |     |             |           |
| a Mortgage (paid to banks, etc.)   | 16a | <b>2327</b>    | <b>45</b>   | a Travel   | 24a | <b>103</b>  | <b>58</b> |
| b Other  | 16b | -              |             | b Deductible meals and entertainment (see page C-6)  | 24b | -           |           |
| 17 Legal and professional services   | 17  | -              |             | 25 Utilities   | 25  | -           |           |
|  |     |                |             | 26 Wages (less employment credits)   | 26  | -           |           |
|  |     |                |             | 27 Other expenses (from line 48 on page 2)   | 27  | <b>5298</b> | -         |
| 28 <b>Total expenses</b> before expenses for business use of home. Add lines 8 through 27 in columns   | 28  | <b>21194</b>   | <b>49</b>   |  |     |             |           |
| 29 Tentative profit (loss). Subtract line 28 from line 7   | 29  | <b>(14349)</b> | <b>(49)</b> |  |     |             |           |
| 30 Expenses for business use of your home. Attach <b>Form 8829</b>   | 30  | -              |             |  |     |             |           |
| 31 <b>Net profit or (loss).</b> Subtract line 30 from line 29.   | 31  | <b>(14349)</b> | <b>(49)</b> |  |     |             |           |
| <ul style="list-style-type: none"> <li>• If a profit, enter on both <b>Form 1040</b>, line 12, and <b>Schedule SE</b>, line 2, or on <b>Form 1040NR</b>, line 13 (statutory employees, see page C-6). Estates and trusts, enter on <b>Form 1041</b>, line 3.</li> <li>• If a loss, you <b>must</b> go to line 32.</li> </ul>   |     |                |             | 32a <input checked="" type="checkbox"/> All investment is at risk.<br>32b <input type="checkbox"/> Some investment is not at risk. |     |             |           |
| 32 If you have a loss, check the box that describes your investment in this activity (see page C-6). <ul style="list-style-type: none"> <li>• If you checked 32a, enter the loss on both <b>Form 1040</b>, line 12, and <b>Schedule SE</b>, line 2, or on <b>Form 1040NR</b>, line 13 (statutory employees, see page C-6). Estates and trusts, enter on <b>Form 1041</b>, line 3.</li> <li>• If you checked 32b, you <b>must</b> attach <b>Form 6198</b>. Your loss may be limited.</li> </ul> |     |                |             |  |     |             |           |

**Part III**      **Cost of Goods Sold (see page C-7)**

- |    |   |                                 |  |   |
|----|---|---------------------------------|--|---|
| 33 | Method(s) used to value closing inventory:  | a <input type="checkbox"/> Cost | b <input type="checkbox"/> Lower of cost or market | c <input type="checkbox"/> Other (attach explanation) |
| 34 | Was there any change in determining quantities, costs, or valuations between opening and closing inventory? |                                 |  |   |
|    | If "Yes," attach explanation <input type="checkbox"/> Yes <input type="checkbox"/> No                       |                                 |  |   |
| 35 | Inventory at beginning of year. If different from last year's closing inventory, attach explanation         | 35                              |  |   |
| 36 | Purchases less cost of items withdrawn for personal use   | 36                              |  |   |
| 37 | Cost of labor. Do not include any amounts paid to yourself  | 37                              |  |   |
| 38 | Materials and supplies  | 38                              |  |   |
| 39 | Other costs   | 39                              |  |   |
| 40 | Add lines 35 through 39   | 40                              |  |   |
| 41 | Inventory at end of year  | 41                              |  |   |
| 42 | Cost of goods sold. Subtract line 41 from line 40. Enter the result here and on page 1, line 4              | 42                              |  |   |

**Part IV** **Information on Your Vehicle.** Complete this part **only** if you are claiming car or truck expenses on line 9 and are not required to file Form 4562 for this business. See the instructions for line 13 on page C-4 to find out if you must file Form 4562.

- 43 When did you place your vehicle in service for business purposes? (month, day, year) ▶ 2/1/04
- 44 Of the total number of miles you drove your vehicle during 2006, enter the number of miles you used your vehicle for:
- a Business 17752 b Commuting (see instructions) - c Other See Other Schedule C
- 45 Do you (or your spouse) have another vehicle available for personal use? . . . . . ☒ Yes ☐ No
- 46 Was your vehicle available for personal use during off-duty hours? . . . . . ☒ Yes ☐ No
- 47a Do you have evidence to support your deduction? . . . . . ☒ Yes ☐ No
- b If "Yes," is the evidence written? . . . . . ☒ Yes ☐ No

**Part V Other Expenses.** List below business expenses not included on lines 8–26 or line 30.

[illegible]

3:09 PM  
12/19/07  
Accrual Basis

Hooked Up, LLC 2007  
Profit & Loss  
January through December 2007

|                           | Jan - Dec 07 |
|---------------------------|--------------|
| Ordinary Income/Expense   |              |
| Income                    |              |
| Batters                   |              |
| Sales                     | 570.00       |
| Batters - Other           | 2,209.12     |
| Total Batters             | 2,779.12     |
| Fees                      | 1,000.00     |
| Guide Services            | 300.00       |
| Reimbursed Expenses       | -706.25      |
| Services                  | 17,117.49    |
| Total Income              | 20,490.36    |
| Expense                   |              |
| Advertising               | 900.00       |
| Air Time                  | 6,304.72     |
| Boat                      | 175.42       |
| Dues and Subscriptions    | 220.00       |
| Licenses and Permits      | 340.00       |
| Meals and Entertainment   | 488.41       |
| Miscellaneous             | 3,931.92     |
| Office Supplies           | 1,092.13     |
| Postage and Delivery      | 89.88        |
| Printing and Reproduction | 668.00       |
| Repairs                   | 225.00       |
| Video Equipment           | 2,558.95     |
| Total Expense             | 16,994.43    |
| Net Ordinary Income       | 3,495.93     |
| Other Income/Expense      |              |
| Other Expense             |              |
| Other Expenses            | 22.06        |
| Total Other Expense       | 22.06        |
| Net Other Income          | -22.06       |
| Net Income                | 3,473.87     |

Does not Yet Include

① Loan Interest on Boat

② Bal of Air time cost Due  
to The Sportsman Channel on 12-31-07  
\$6591.28

③ Mileage Deduction for Travel

**AFFIDAVIT**

STATE OF WISCONSIN  
COUNTY OF OUTAGAMIE

Before me the undersigned authority, on this the 20<sup>th</sup> day of December, 2007, personally appeared Jeffrey S. Gagnow in his capacity as President of Hooked Up, LLC, the petitioner in the forgoing petition for Closed Captioning Exemption, and being by me duly sworn on oath deposes and avers that all statements and representations made in the Petition are true and accurate in substance and fact.



Jeffrey S. Gagnow

SWORN TO and SUBSCRIBED BEFORE ME, by the said Jeffrey S. Gagnow this the 20<sup>th</sup> day of December 2007, to certify and witness my hand and seal of office.

Exp. 8-23-09

Name (Signed): Karen Van Cuyk

Name (printed): KAREN VAN CUYK  
NOTARY PUBLIC; STATE OF WISCONSIN

